

Message Text

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14

ACTION NEA-12

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FM AMEMBASSY NEW DELHI

TO SECSTATE WASHDC 6805

C O N F I D E N T I A L NEW DELHI 10844

E.O.11652: GDS

TAGS: BTRA, IN

SUBJECT: INDIAN BUSINESSMAN DESIRES MEET WESTINGHOUSE
INTERNATIONAL MANAGEENT

1. BRIJ MOHAN GUPTA, PROMINENT NEW DELHI BUSINESS MAGNATE,
REQUESTED THE COMMERCIAL COUNSELOR TO ARRANGE FOR A MEETING
WITH THE WESTINGHOUSE INTERNATIONAL MANAGEMENT IN PITTSBURG
CIRCA OCTOBER 22-31 WHEN GUPTA WILL BE IN THE U.S. ON A BUSINESS
VISIT.

2. GUPTA IS WELL-KNOWN, VERY WELL ESTABLISHED BUSINESSMAN,
ALSO CHIEF EXECUTIVE OF INDIAN AVITRONICS (SEE WTD DATED
APRIL 1971), CURRENTLY REPRESENTING SOME FIFTEEN AMERICAN
COMPANIES IN INDIA. HE EXPRESSED GREAT INTEREST IN CONTACTING
WESTINGHOUSE INTERNATIONAL AND DISCUSSING CURRENT AND FUTRUE
PROSPECTS FOR REPRESENTING WESTINGHOUSE IN INDIA. GUPTA
STRESSED HE HAS NO DESIRE TO TAKE PRESONAL ADVANTAGE OF
JAN DROBOT'S DIFFICULTIES. HE BELIEVES, HOWEVER, THAT WEST-
INGHOUSE SHOULD CONTINUE TO MAINTAIN ITS PRESENCE IN INDIA
DESPITE ITS RECENT DISAPPOINTMENTS AND THAT HE IS BEST QUALIFIED
TO REPRESENT ITS INTEREST EFFECTIVELY AND TO OBTAIN MUTUALLY
SATISFACTORY RESULTS.

3. UNDER NORMAL CIRCUMSTANCES WE WOULD NOT HAVE INVOLVED
THE DEPARTMENT IN WHAT MAY APPEAR TO BE A ROUTINE COMMERCIAL
MATTER. THE DROBOT CASE AND THE CONTINUED PRESENCE OF
WESTINGHOUSE IN INDIA MERIT SPECIAL ATTENTION, HOWEVER.

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4. IT WOULD BE APPRECIATED IF NEA/INS COULD CONTACT CHARLES
WEAVER, PRESIDENT, WESTINGHOUSE INTERNATIONAL (SEE KUX LETTER
OF MAY 10 TO DUNCAN-PETERS) AND ASCERTAIN WHETHER OR NOT
WESTINGHOUSE IS WILLING TO HAVE GUPTA VISIT THEM NEXT MONTH.
IF SO, PLEASE NOTIFY EMBASSY.

5. WE HAVE NOT DISCUSSED THE ABOVE INQUIRY WITH JAN DROBOT
OR ANY OTHER WESTINGHOUSE OFFICIAL.
SCHNEIDER

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